



# How to get the most out of your contact center reporting

A guide to measuring what's important

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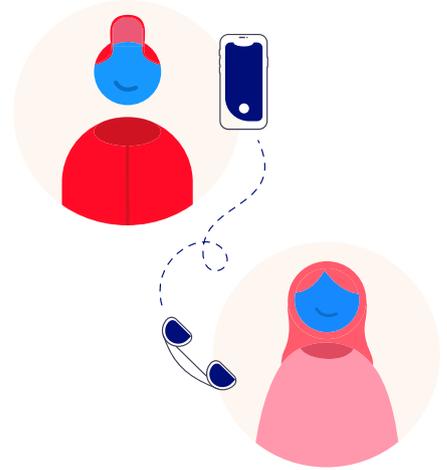
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## Turning data-driven insights into contact center performance

Trust what your instruments tell you, not your gut. Pilots learn this maxim early in their training. It's not so different for leaders in the contact center. You're constantly responding to internal and external conditions. Some known, some unknown. Some planned for, some completely unexpected.

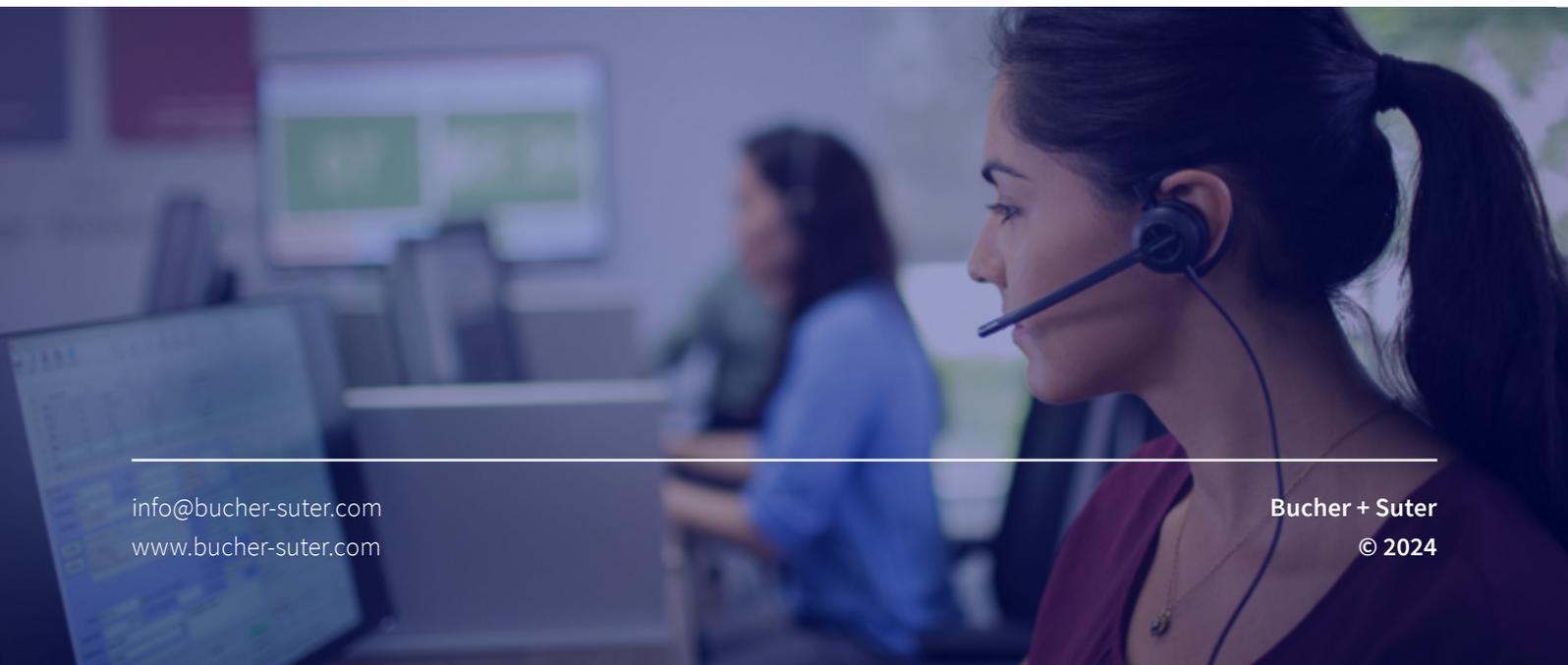
This is what makes call center reporting and analytics so critical to operations. How else can you stay on top of agent load, call volume, and handle times—not to mention product issues, organizational change, and market shifts?

What follows in this ebook is a contact center reporting deep-dive, including best practices for not only getting the numbers but interpreting what they mean to inform better decision making.



## What is contact center reporting?

Contact center reporting presents different data sources—such as average wait time, time to resolution, first call resolution, and NPS—into discernible forms. Usually, a manager or supervisor views various reports in a single dashboard, one that allows them to drill down into specific focus areas for more granular information.



## Contact center reporting vs. contact center analytics → what's the difference?

If contact center reporting is about the numbers and metrics you want to monitor, contact center analytics is about what those numbers and metrics are telling you. For example, a call center metrics dashboard will alert you to a spike in cases related to uninstalling/reinstalling a software line; analytics will provide some insights into why that spike might be happening.

### CONTACT CENTER REPORTING

Provides summary information and metrics about **contact center activities**.



Delivers **predefined reports** covering KPIs and operational metrics.



Is **retrospective**, providing historical data and performance trends over specific periods.



**Presents data** without offering specific recommendations (what happened).



Relies on structured data from **various sources** (call logs, agent performance metrics, etc.).



### CONTACT CENTER ANALYTICS

Uncovers patterns, trends, and insights **within** the contact center data.

Allows for **ad-hoc analysis** of various data dimensions (behavior, sentiment, etc.).

Gives **real-time** or near real-time analysis of data as it flows into the system.

Provides insights and **actionable recommendations** (why it happened, what to do).

Requires **blending** of structured and unstructured data, advanced analytics, data visualization.

## Key benefits of contact center reporting

Contact center reporting offers several benefits for leadership teams, individual employees, and customers. You'll find that the right contact center reporting solutions support a number of important outcomes, namely those that appear in the next 2 pages:



### More accurate performance analysis

Contact center reporting provides detailed insights into the performance of your call center agents and overall contact center operations. Using contact center metrics analytics and reporting, you can track your key metrics (detailed below) to identify areas of improvement for the team, measure individual agent productivity, and make informed decisions about team strategy and personnel.



## Data-driven decision making

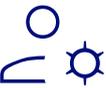
By analyzing call volume patterns, peak hours, and call types, for example, you can allocate resources more effectively, adjust staffing levels, and optimize agent scheduling. You can rely on contact center reporting to find the trends, patterns, and customer preferences that are driving the customer experience.



## Improved customer satisfaction

Monitor indicators of customer satisfaction, such as customer satisfaction scores (CSAT), wait times, and abandonment rates. By identifying bottlenecks and areas of concern, you can take proactive measures to reduce hold times, for instance, or improve call routing.

Real-time reporting also enables supervisors to intervene when necessary to resolve customer issues promptly. This is particularly useful at higher tiers of service that cater to higher-touch, higher-ticket customers (enterprise business support, for example).



## Better performance management for agents

See agent availability and activity by group or individually. Spot top performers and those who need additional training or support. Use reporting to set performance targets, recognize achievements, and build targeted training coaching and training programs.



## Cost optimization

See where operational costs can be reduced. For example, if you notice a high number of repetitive calls on a particular topic, you can develop self-service options or build tailored content journeys to help reduce that call volume. Many contact center teams use reporting to help optimize staffing levels based on call volume patterns.



## Career advancement and enablement

With their own individualized dashboards, customer service agents can take the initiative in terms of self-monitoring and self-improvement. This not only creates a sense of ownership and motivation but takes extra work off the plate of already swamped managers.

In addition, the prevalence of contact center reporting and analytics has created new career paths for specialized analysts. These analysts can help contact center leadership extract conclusive narratives from the data—to demonstrate the contact center's contribution to cost reduction, for example, or customer lifetime value.



## Identifying blindspots and breaking down silos

Blindspots and info silos come up all the time in the contact center. It's not uncommon for team members to operate off of different numbers. Often, content gaps don't reveal themselves until an issue arises. And even though we all want to create frictionless customer experience, understanding customer journeys still stands in the way for many contact center leaders.

## Common metrics and KPIs for contact center reporting

Given these benefits, what numbers do you need to keep track of? You'll find the following metrics on nearly any contact center reporting dashboard, in one combination or another. These are commonly used to assess contact center performance, monitor operational efficiency, and identify areas for improvement.

### Service level

Most contact centers have service level targets. For example, to answer 75% of calls within 60 seconds. Service level will indicate your **contact center's ability to handle call volume** and deliver acceptable response times.

### Agent occupancy

Agent occupancy measures the percentage of time that contact center **agents are actively engaged in handling calls or other productive activities compared to their available work time**. It takes into account factors like talk time, after-call work, and any idle or non-productive time. A higher agent occupancy suggests efficient utilization of resources and productivity.

### Average handle time (AHT)

The average time taken by agents to **handle a customer call**, including talk time, hold time, and any after-call work. A low AHT reflects efficient call handling and shorter customer wait times.

### Abandon rate/drop-off rate

This is another important metric in the contact center, as it's a **direct indicator of CX** (if the rate is high, for example, what's driving customers to give up on their queries?). Most call centers establish baselines for abandon rate that they expect the group and individuals to meet.

### Customer satisfaction (CSAT)

CSAT measures the **level of satisfaction or dissatisfaction experienced by customers** after interacting with the contact center. It is typically assessed through post-call surveys or customer feedback. A higher CSAT score indicates positive customer experiences and successful contact center interactions. This is widely considered one of the most important contact center metrics.

### Time to resolution

The average time from first interaction to case resolution. This metric tells you **how quickly agents are resolving cases**. Do customers get their answers to email queries in hours? Days? What about chat and phone?

### First call resolution (FCR)

FCR measures the percentage of **customer issues or inquiries resolved during the initial contact** with the call center. A high FCR indicates effective problem-solving and customer satisfaction, as it reduces the need for customers to call back or engage in multiple interactions.

### Net promoter score (NPS)

NPS is an indicator of **brand loyalty and satisfaction**. Typically, you'll ask customers to answer this question after an interaction: "How likely are you to recommend us on a scale of 1-10?" NPS is a composite of all those responses, with strong scores varying from industry to industry.



## How do you build your approach to contact center reporting?

The golden rule is to start with the customer experience, then build around it. The goal of contact center reporting is to make your team as productive and efficient as possible—in service of the customer. Keep that in mind when building your own reporting suite.

### Follow these 5 contact center reporting best practices

- 1. Define your key performance indicators (KPIs)**

The common KPIs we mentioned above don't apply to every contact center. Determine the most relevant metrics for your contact center's success based on industry, business objectives, and other variables. For example, some contact centers supporting complex products might rely less on time to resolution as a reflection of customer experience.
- 2. Use real-time reporting**

Implement real-time reporting tools to monitor call center performance as it happens. Real-time reports help supervisors identify trends, address issues promptly, and make informed decisions on staffing, training, or process adjustments in the moment.
- 3. Customize your reports for different stakeholders**

Tailor reports to meet the specific needs of different stakeholders, such as managers, team leaders, or executives. Each group may require different metrics or levels of detail. Most groups prefer their reports in easy-to-consume, easy-to-share formats.
- 4. Analyze historical data**

Explore historical contact center data to identify patterns, trends, and areas for improvement. Historical analysis helps you identify recurring issues, case bottlenecks, and other opportunities for efficiency gains. For example, you might find that certain case spikes correspond with your product release schedule or a specific product update.
- 5. Visualize data effectively**

Most contact center employees engage with some form of contact center metrics dashboard or agent performance dashboard on a daily basis. How you present call center metrics matters. Visual representations of data make it easier to understand trends, spot anomalies, and communicate insights effectively across the organization.



## Choose the right contact center reporting solutions

All of this—the KPIs, best practices, etc.—relies heavily on your contact center reporting solutions. Three categories come to mind, for which B+S offers a number of specific solutions.

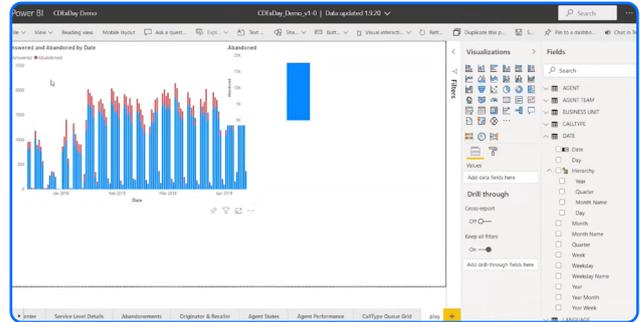
### Business intelligence (BI) and analytics platforms

BI and analytics platforms provide advanced capabilities for analyzing contact center data beyond basic reporting. These platforms utilize data visualization techniques, advanced analytics algorithms, and interactive dashboards to derive insights from contact center data. These platforms can also enable predictive modeling and forecasting techniques to anticipate call volumes, agent performance, or customer behavior.

### Data integration and management tools

Effective contact center reporting requires the integration of data from various sources, such as call logs, customer relationship management (CRM) systems, workforce management software, and quality monitoring tools.

Data integration and management tools facilitate the collection, consolidation, and transformation of data from multiple systems into a unified format for reporting purposes. These tools may employ data extraction, transformation, and loading (ETL) processes to ensure data accuracy and reliability.

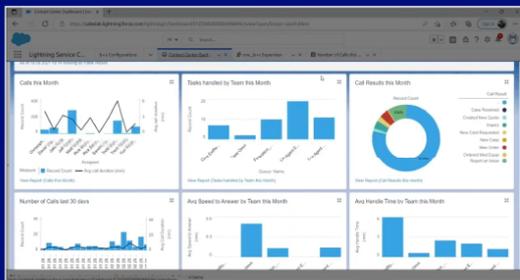


**b+s CCBI** is a business intelligence solution using Microsoft PowerBI and Cisco's call data. It gives admins and contact center decision-makers the ability to hone and tweak their contact center operations and make real-time and long-term strategic decisions that will help them save money.

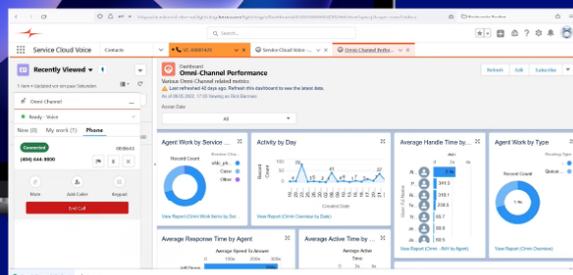
### Contact center reporting software

Contact center reporting software is specifically designed to collect, analyze, and present call center data in a structured and accessible format. These software solutions often provide pre-built report templates and dashboards that display key metrics and performance indicators.

They enable contact center managers to generate reports on various aspects such as call volumes, agent performance, service level, and customer satisfaction. The software may also offer customization options to create ad-hoc reports and drill down into specific data points.



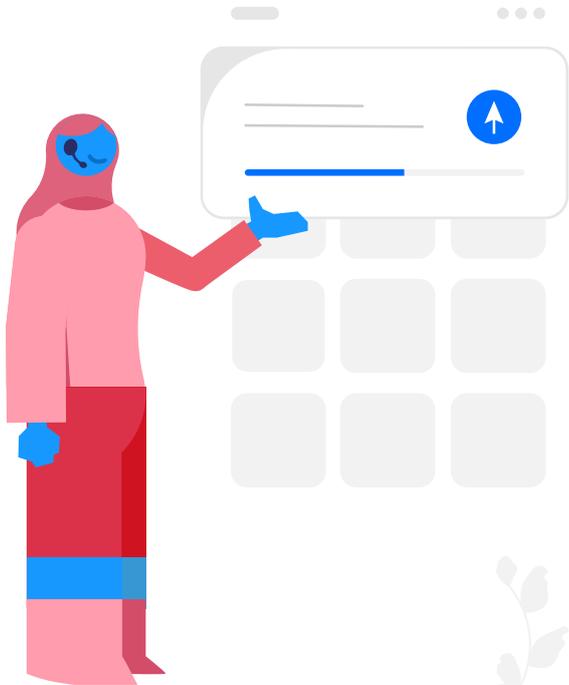
SALESFORCE



SERVICE  
CLOUD VOICE

Outside of the all-encompassing CCBI, Bucher + Suter offers two solutions that bring data into Salesforce's intelligent reporting solutions so that customers can derive actionable insights from their data in real-time. **b+s Connects for Salesforce** offers (among other things) real-time supervisor reports, keeping everything inside Salesforce where customer data is. **b+s Connects for Service Cloud Voice** features native voice objects, which enables voice and IVR reporting in a holistic way together, with other channels, in a single platform.

## Toward more effective contact center reporting strategies



Managing your contact center strategy is not the same as flying an airplane. But in both contexts, it all comes down to people. Even if the plane is on autopilot, you need pilots to manage the flight and intervene where necessary.

Likewise, even a completely automated contact center will still serve people, namely your customers, partners, and employees. And you'll still need contact center reporting and analytics to monitor and improve the experience for those people.

If you're like most contact centers, your operation still relies on a lot of internal people to get the job done, people who also benefit from integrated and intuitive reporting. Either way, measure everything, trust your instrumentation, and always make decisions based on the data.

If you'd like to learn more about Bucher + Suter's answer to contact center reporting and analytics, please reach out at [info@bucher-suter.com](mailto:info@bucher-suter.com), and we'll be glad to guide you.

## About Bucher + Suter

More than 400 customers and over 200,000 contact center agents in over 60 countries benefit from our many years of Cisco expertise. With more than 120 contact center specialists, we implement and support smart, omnichannel cloud contact centers. We also develop market-leading CRM connectors for Salesforce Service Cloud Voice, Microsoft Dynamics, and ServiceNow and **contact center business intelligence software that helps contact centers get every drop of value from their communication technology investments.**



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